



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester- 2 (BBA)

Subject: Social Media Marketing - BBADM12305

Type of course: Major (Core)

Prerequisite:

Students should have fundamental marketing knowledge, internet skills, social media familiarity, data analysis ability, strong communication, creativity and awareness of legal ethical issues.

Rationale:

The course aims to familiarize the students with essential skills in social media marketing, covering strategy development, content creation, legal considerations and crisis management to effectively navigate the dynamic digital landscape.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks	
CI	T	P		C	SEE		CCE			
					Theory	Practical	MSE	LWA		ALA
3	0	2	4	75	25	30	20	50	200	

Legends: CI-Classroom Instructions; T- Tutorial; P - Practical; C - Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; LWA- Lab Work Assessment V - Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

3 Credits * 25 Marks = 75 Marks (each credit carries 25 Marks) Theory

1 Credits * 25 Marks = 25 Marks (each credit carries 25 Marks) Practical

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	%Weightage
1	Introduction to Social Media Marketing <ul style="list-style-type: none"> • Overview of Social Media Marketing • Evolution and Importance of Social Media Platforms • Understanding Social Media Landscape Importance of Social Media in Marketing <ul style="list-style-type: none"> • Role in brand building • Customer engagement and relationship management Legal and Ethical Considerations <ul style="list-style-type: none"> • Privacy and Data Protection GDPR, CCPA, and other regulations • Ethical Issues in Social Media Marketing Transparency, authenticity, and responsible practices • Intellectual Property and Copyright Proper use of images, videos, and other content 	15	25
2	Social Media Strategy Development Setting Objectives and Goals <ul style="list-style-type: none"> • SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) Target Audience Analysis <ul style="list-style-type: none"> • Demographics, psychographics, and behavioural data Competitive Analysis <ul style="list-style-type: none"> • Identifying and analysing competitors Handling Negative Feedback and Crisis Management <ul style="list-style-type: none"> • Strategies for managing online reputation and resolving issues 	15	25
3	Content Creation and Management Types of Content <ul style="list-style-type: none"> • Text, images, videos, infographics, stories, live streams Content Creation Tools Content Scheduling Tools <ul style="list-style-type: none"> • Introduction to tools like Hootsuite, Buffer, and Later. • Benefits of scheduling posts in advance. 	15	25



4	Social Media Advertising & Promotion	15	25
	Introduction to social media platforms, penetration & characteristics;		
	Understanding Paid Advertising		
	<ul style="list-style-type: none"> Types of social media ads (e.g., display ads, sponsored posts, video ads) Influencer Marketing, Collaborations and Sponsored Content 		
	Ad Platforms and Features		
	<ul style="list-style-type: none"> Facebook Marketing Instagram WhatsApp Business YouTube Channel 		

Sr. No.	Practical's	Unit	Hrs.
1	Content Scheduling Tool Workshop: Use social media scheduling tools to plan and schedule posts. Set up and schedule a week's worth of content for a brand, including posts across multiple platforms. Review the benefits of scheduling and its impact on maintaining a consistent online presence.	3	4
2	Content Creation using Design Tools: Create various types of content using tools.	3	8
3	Video Content Production Produce and edit a short promotional video using video editing software.	3	8
4	Cross-Platform Advertising Strategy: Develop a content strategy that includes text, images, videos, and stories tailored for different social media platforms. <ol style="list-style-type: none"> Set up and manage a Facebook advertising campaign Design and implement an Instagram ad campaign. Configure and utilize WhatsApp Business for marketing purposes. Create and manage a YouTube ad campaign. 	4	8
5	Cross-Platform Advertising Analysis: Analyze and compare the performance of ads across different platforms. Review ad metrics from Facebook, Instagram, WhatsApp, and YouTube. Students will create a report comparing the effectiveness of ads on different platforms and propose improvements.	4	2
	Total		30



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Digital Age Crisis Study: Student's will Analyze a real-world case study where a brand had faced legal or ethical issues on social media and upload the PDF on GMIU Web Portal.	10
2	Social Media Strategy Analysis: Students will conduct analysis for a brand of their choice. Students will require to analyse target audience analysis, competitive analysis, advertising schedule analysis, analyse strategies for managing online reputation used by selected brand and upload the PDF on GMIU Web Portal.	10
3	Content Creation: Students will prepare festival poster for an organization of their choice with the use of Graphic Designing tool and upload the JPG on GMIU Web Portal.	10
4	Advertising Analysis: Students will visit any retail store of their choice and create one post for the selected retail store and upload the JPEG file on GMIU Web Portal.	10
5	Attendance	10
Total		50

Suggested Specification table with Marks (Theory): 75

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	5%	5%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Gain a comprehensive understanding of social media marketing, including fundamentals, brand building, legal considerations and strategy development.
CO2	Develop a social media strategy and learn to manage online reputation effectively.
CO3	Create and manage diverse content using various tools.
CO4	Design and execute effective social media Ad campaign on various platforms.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, and Nicholas Bormann.
- [2] "Digital Marketing for Dummies" by Ryan Deiss & Russ Henneberry
- [3] Smith, R. (2020). "Social Media Marketing: An Introduction" (3rd Edition). Routledge.
- [4] "The Social Media Bible: Tactics, Tools, and Strategies for Business Success" by Susan Sweeney

